

“In a single click, LinkedIn shows us the professional identity of our target contacts.”



Baptiste Gervais
Chief Sales Officer, Touch & Sell



Location
Paris, France

No. of Employees
11 - 50

Industry
Business Supplies & Equipment

Touch & Sell Lands Key Account by Engaging Decision-Makers with LinkedIn Sales Navigator

CHALLENGES

Identifying key contacts within target companies.

NEW APPROACH

Today, Touch & Sell uses LinkedIn for all of their following needs:

- Prospecting
- Identifying key target contacts
- Finding information about contacts in their CRM database
 - Touch & Sell uses the CRM sync feature, which connects Salesforce to LinkedIn Sales Navigator and provides up-to-date information about their contact's professional profiles

RESULTS

The team at Touch & Sell was able to land one of their key clients using LinkedIn Sales Navigator. Chief Sales Officer, Baptiste Gervais, was targeting a Director of Sales & Marketing at a key account. He decided to use InMail in his outreach, and was able to get his prospect's attention without competing with a crowded inbox.